



## HOWARD COUNTY TOURISM NEWS

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### **Blossoms of Hope to Participate in Parade of the National Cherry Blossom Festival® With 75 Volunteers & Three 15ftx15ft Pink Blossom Balloons to promote the premier of Howard County's Comcast CHERRYBRATION ©**

*Ellicott City, MD (March 3, 2007)*— Howard County Tourism proudly announces that Blossoms of Hope: The Howard County Cherry Tree Project will participate in The Parade of the National Cherry Blossom Festival® in Washington DC on Saturday April 14, 2007 10:00AM-12:00PM. The Parade is Washington's largest annual spectator event, telecast live on WJLA 7 & NEWS 8 and reaching millions of households.

Blossoms of Hope has sponsored three very special "hot pink cherry blossom" 15ftx15ft balloons for the parade and recruited 75 volunteers to walk the 10 block route on Constitution Ave with the balloons. The 75 volunteers will all wear matching HOT PINK Blossoms of Hope T-shirts during the Parade. The Howard County Executive Ken Ulman and many other elected persons will ride in the parade in a very special cars provided by Toyota. Blossoms of Hope also provided 10 VIP parade grandstand tickets to cancer survivors and representatives of The Claudia Mayer Cancer Resource and Image Center, the projects' beneficiary, to enjoy the parade.

Participation in the Parade of the National Cherry Blossom Festival® will help publicize and promote Blossoms of Hope: The Howard County Cherry Project to a world-wide audience and its first signature event the Comcast CHERRYBRATION © on April 28, 2007, 3PM-dusk at Centennial Park. The Comcast CHERRYBRATION © invites you to celebrate as HOPE lights up the night. Relax and rejoice in the renewal of spring as Howard County celebrates the blossoming of 1,000 beautiful Blossom of Hope cherry trees and the hope they bring to the those fighting cancer. Unwind with friends and family during an afternoon filled with music, gourmet picnics, children's activities and a spectacular "Lanterns of Hope" luminary procession beginning at dusk. Join us for a premiere of the Comcast CHERRYBRATION © and help create a special place in time to honor the beauty of nature, renew the spirit and share the hope of tomorrow. For more information go to [www.BlossomsofHope.com](http://www.BlossomsofHope.com) or [www.CHERRYBRATION.com](http://www.CHERRYBRATION.com)

Blossoms of Hope's has planted over 1,000 pink kwanzan cherry trees across Howard County, that blossom simultaneously each April – to beautify and beckon people to visit and experience the many attractions found throughout the county. The beauty, however, of the Blossoms of Hope campaign goes far beyond the trees' annual display of color. Like the name suggests, this project is also about hope—the hope to individuals and families within the community who are coping with cancer. Not only will tree sponsors be playing a significant role in helping to beautify Howard County, a portion of the sponsorship fee will be donated to Howard County's Claudia Mayer Cancer Resource and Image Center.

To date, over 1,000 pink kwanzan cherry trees have been planted on public land (parks, libraries, lakes, community centers and historic sites), corporate partners' land and along State and County Highways in Howard County as part of the Blossoms of Hope tourism initiative. Howard County Tourism officials hope that the project will be a spring tourism draw similar to that of Washington's cherry blossoms.

Howard County Tourism, Inc., is a non-profit, membership-based organization funded by generous grants from the State and the County. Our mission is to increase, develop and promote tourism in Howard County by featuring the county's unique sites, services, products and people. For more information contact Howard County Tourism or check out our website [www.VisitHowardCounty.com](http://www.VisitHowardCounty.com).